



news release

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FOR IMMEDIATE RELEASE

Registration Now Accepted for the Eugene Business Commute Challenge 2007

Local businesses are invited to take part in the eighth annual Business Commute Challenge Oct. 8-12.

The Business Commute Challenge is an opportunity for business to compete by encouraging employees to bike, walk, carpool or take the bus to work during the week of the challenge. Encouraging employees to find another way to get to work leaves more parking spaces for customers, promotes employee fitness (for those who bicycle and walk), relieves traffic congestion in the streets (making it easier for customers and employees to get to local businesses) and assists Eugene businesses in becoming more sustainable.

To register, call the City of Eugene at 682-5285 or go to www.eugene-or.gov/transportation.

A number of awards are given, including the Commuter Excellence Award for businesses with 100% participation, the Commute Champion Award businesses with the highest percentage of participants in several categories based on business size, and the Commute Star Award for the second highest percentage of participants in each size category.

All employee participants earn a chance to win prizes and gift certificates donated by local businesses, including round-trip tickets aboard *Amtrak Cascades* to Seattle and Portland, Hult Center tickets to "Capitol Steps" and "Garth Fagan Dance," family fun passes to Eugene city pools, bike safety kits and bike tool kits, and commuter coffee kits.

Route planning assistance and free day passes aboard LTD are offered to all participating businesses. Additionally, businesses that enter by noon on Thursday, Oct. 11, are eligible for a drawing for a delivered company continental breakfast.

Business donors include REI, Trader Joe's, WheelWorks, Paul's Bicycle Way of Life, Los Dos Amigos, Ring of Fire, Café Lucky Noodle, Papa John's Pizza, Full City Coffee Roasters, and Eugene Running Company.

The Business Commute Challenge, an award winning program, is sponsored by the City of Eugene, Lane Transit District, Commuter Solutions, Amtrak, and PeaceHealth. For more information, contact Cindy Clarke at the City of Eugene: 682-5285.

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